RJ REYNOLDS

TOBACCO COMPANY

J. Campbell
Promotional Coordinator

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August 7, 1997

E-Mail
S. Schwalm
M. Belniak / #1140

RJR Lock-Outs

We have been advised by an RJR Representative that Lamarche Variety, SIS #175960, has been receiving our promotions from McLane NE and/or J. Polep, and breaking down our premium offers, as well as converting B2G2Fs to B1G1Fs, etc. Both Winston B2G2F and Doral B2G1F promoted product are on-hand at Lamarch as of this week.

According to our templates, Lamarche was not scheduled to receive these promotions, was removed from VAP in 1996, and is listed as both PM Exclusive and RJR Lock-Out. Our Rep informs us that some of our direct accounts have been shipping promotions to this account even though they are not included on our Customer Lists.

Please ensure that our direct accounts understand the importance of shipping promotions only to retailers as indicated on Customer lists we provide.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. MacLeod
M. Howard

As information to R. Tanchyk / M. Tisinger
SIS lists Standard Rosenbaum and Trading Port as primary and secondary suppliers.

51844 9645

Source: https://www.industrydocuments.ucsf.edu/docs/fsyy0000

To: Belniak,, Mike, Schwalm, S
From: Campbell, Judy
Posted: 8/7/97 9:20
Opened: 8/7/97 9:20
Subject: RJR LOCK-OUTS

CC: Tanchyk, R, Macleod, Stephen, Tisinger, Michael D., Howard, M S.

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